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Date March 6, 2025 **Report No.** 2025-58

To Chair and Members
Environmental and Sustainability Policy Advisory Committee

From Gagan Batra
Manager, Business Support and Sustainability

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic 2025 GreenER Awards Promotional Campaign [Financial Impact: None]

3.0 Recommendation

A. THAT Report 2025-58 "2025 GreenER Awards Promotional Campaign" BE RECEIVED.

4.0 Background

At the January 28, 2013 City Council meeting, approval was granted for the annual Green Environmental Recognition (GreenER) Award program. Since 2013, the Environmental and Sustainability Policy Advisory Committee has annually advertised, reviewed, and recommended recipients of the awards which have been presented annually at City Council meetings. Awards are chosen based on specific evaluation criteria across several categories including: Lifetime Achievement, Green Non-Profit in Brantford, Green Business in

Brantford, Greenest Family, Environmental Volunteer, and Young Environmental Champion Awards. Nomination are accepted all year and are reviewed annually every March or April with the awards being presented at a City Council meeting near Earth Day.

5.0 Analysis

Staff is recommending the following promotional campaign for the GreenER Awards:

- Social media posts on the City of Brantford's social media channels (static posts and videos) at least once a week from February to April
- Media releases announcing the award categories and nomination deadline
- City of Brantford website update

To help promote the awards, ESPAC members can share and interact with the City's social media posts; spread the word to colleagues, friends, and family; post on social media, etc.

6.0 Financial Implications

There are no financial implications as a result of this report.

7.0 Climate and Environmental Implications

There are no climate and environmental implications as a result of this report. The Green Environmental Recognition Awards is an opportunity for Brantford residents and businesses to showcase their environmental work being done in the community.

8.0 Conclusion

This report provided members of ESPAC with an update on the promotional campaign for the GreenER Awards.



Gagan Batra
Manager, Business Support and Sustainability

Prepared By:

Rebecca Szczepanowski, Climate Change Officer

Attachments (if applicable)

None.

Copy to:

N/A

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no